

THE STUDY ON A COMPARISON BETWEEN  
CUSTOMERS' EXPECTATIONS AND ACTUAL  
PERFORMANCE TOWARDS SERVICE QUALITY  
PROVIDED BY MELAKA STADIUM CORPORATION  
(MSCORP)

MOHD AZIEHAN BIN SA'RI

Submitted in Partial Fulfilment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA

MAY 2007

## ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank ALLAH SWT which has given me the health, strength, ideas and opportunity to fulfill my project paper. Next, I would like to extend my deepest gratitude for the support provided during the completion of the paper, in particular to my first advisor, Associate Prof Hjh Zaiton Binti Mahmud and my second advisor, Mr Maz Izwan Bin Mazalan for their supervision, advices, and invaluable comments in the preparation of this study. I also would like to acknowledge Melaka Stadium Corporation (MSCorp) for allowing me to complete my practical training program. My appreciation goes to all the staff of Melaka Stadium Corporation (MSCorp) especially to Executive Director, Mr Raidee Bin Haji Baharum and my supervisor, Event Manager, Mr Syahril Asni Bin Abd Rauf who gave me access, cooperation and understanding in relation to the complete for the study. I also wish to thank all my friends who were always there when I needed them the most. I really treasure your honest opinions and encouragement that have put me through the good and bad times. Besides that, my best regards and thanks to everyone who had contributed in the making of this research whether directly or indirectly. Last but not least, I would like to express my deepest gratitude to my beloved parents Mr Sa'ri Bin Manaff and [REDACTED], as well as my family members for their untiring support, assistance and encouragement.

## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>ABSTRACT</b>	<b>xi</b>

### CHAPTER 1: INTRODUCTION

1.1 Background of Company	1
1.2 Background of Study	3
1.3 Problem Statement	4
1.4 Research Questions	5
1.5 Research Objectives	5
1.6 Scope of Study	6
1.7 Significant of Study	7
1.8 Theoretical Framework	8
1.9 Hypotheses	9
1.10 Limitation of Study	10
1.11 Definition of Terms	11

### CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	13
2.2 Quality	13
2.3 Services	14
2.4 Definition of Service Quality	15
2.5 Customer Expectation	18
2.6 Managing Service Quality	22
2.7 Measuring Service Quality	23
2.7.1 SERVQUAL	23
2.7.2 SERVQUAL Dimensions	24
2.7.3 Service Performance Measure	29
2.7.4 The GAPs Model of Service Quality Gap	30
2.7.5 Managing Customers' Service Quality Expectations	33
2.7.6 Keys to Creating Sustainable High Performance	34
2.8 Customer Effects on Service Quality	37
2.9 Improving Service Quality	38

## **ABSTRACT**

Melaka Stadium Corporation (MSCorp) is under a Melaka State Government which provides all facilities for sports and others too, such as exhibition hall, seminar rooms, business centre and many other facilities. Melaka Stadium Corporation is to plan and organize any event or activity that can generate income for state and sports industry. It is hard for the company to determine which aspect of quality customer' rate most highly since their expectation towards the services quality is different. Customer with high expectation and lack of understanding also give a challenge to the MSCorp

This study is concentrate on Comparison between Consumer Expectation and Actual Performance towards Service Quality provided by Melaka Stadium Corporation (MSCorp). This study also clarifies the gap among customer expectation between MSCorp's actual performances and determines the level of the services quality and to study the factors which influences services quality of the MSCorp. The main problem faced by MSCorp is in satisfying the needs and wants of each of their service users. Each of customers has different expectation before using MSCorp service and customer with high expectation give a challenge to the MSCorp. The objectives of this study are to determine the level of service quality, to study the factor which influences service quality toward MSCorp and to recommend methods and ways that can be used to improved service quality.

This study used Exploratory as a research design that provides data that help managers discover environmental forces affecting a marketing decision. In this study, the sampling design used is Nonprobability Sampling and the Convenience Sampling Technique. It based on the selection of readily available respondents. In this study, researcher has written a set of questionnaire and distribute to the respondents. After the questionnaires were completed, the data were coded before it is transferred to the computer for analysis the SPSS programme was being used to analyze the data.

According to the findings, MSCorp not meting their Customers' Expectation in those five factor, whereas factors like Reliability, Assurance, Tangibles, Empathy and Responsiveness it still need an improvement from the MSCorp since all these factors unable to meet what customers being expected. Since that , the MSCorp should do an improvement towards increasing their performance so that the MSCorp will achieve excellent performance or excellent service quality in the future.